MEME HALFORD

A Brand Partnerships and Experiential Marketing professional, Meme has 15+ years of experience developing high-impact strategies at the intersection of entertainment, sports, music, culture, and business. She has led multimillion-dollar sponsorship portfolios and transformative partnerships for organizations including the GRAMMY Awards, City National Bank and Nestlé.

Most recently serving as Head of Corporate Sponsorships at City National Bank, Meme oversaw enterprise-wide sponsorship strategy, managing partnerships designed to elevate brand awareness, strengthen client engagement, and drive business growth. Her portfolio included premier properties across entertainment, sports, and cultural programming, helping position the organization as a leading supporter of the entertainment industry.

Prior to banking, Meme held leadership roles across both consumer brands and entertainment, including overseeing experiential marketing, entertainment partnerships, for Nestlé International Premium Waters' portfolio brands: S.Pellegrino, Acqua Panna, and Perrier. In this role, she developed integrated campaigns spanning music, film, culinary, fashion, influencer partnerships, and cultural moments, leveraging sponsorships and experiential programs to drive brand visibility and consumer engagement.

She also spent more than a decade with the Recording Academy, where she advanced through leadership roles overseeing strategic alliances, sponsorship development, partner activations, and business development initiatives. She helped cultivate relationships with globally recognized brands while creating immersive experiences around one of the world's most influential entertainment platforms.

Her career began in the music industry, supporting legendary artists and executives including work within A&R and entertainment operations alongside legendary artists such as Dr. Dre and Jermaine Dupri. These experiences shaped her perspective on the evolving relationships between artists, brands, and culture, ultimately leading to a career focused on building meaningful partnerships and innovative brand experiences.

Known for combining strategic thinking with creative execution, Meme has built programs spanning sponsorship strategy, experiential marketing, hospitality, content creation, business development, and integrated brand campaigns. Her work reflects a passion for transforming partnerships into measurable business outcomes while creating authentic cultural relevance.

A Flint, Michigan native and graduate of Michigan State University, Meme remains committed to mentorship, community engagement, and advancing opportunities within entertainment, marketing, and sponsorships.